

POSTERS

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PATRON-DRIVEN ACQUISITIONS: OR I WISH I KNEW THEN ...

In the traditional method of collection development, the librarian works with faculty/researchers to develop detailed collection development policy statements that include defined levels of collecting for sub-divisions of each subject area. This just-in-case model attempts to have a specific book or books on a topic on the shelf when a user wants it.

As budgets were reduced, a just-in-time or patron driven acquisitions (PDA) model was developed. In early iterations of this model, a book was purchased when a user requested it via interlibrary loan (Anderson et al., 2003; Anderson et al., 2010; Bracke, 2010; Perdue & Fleet, 1999).

With the increased availability of electronic books and the increasing desires of users to get what they want when they want it, book vendors apply the PDA model to e-books. MARC records of e-books are loaded into a library's catalog, with the e-book immediately available. This model makes sense when you consider that only 20% of library books are ever used (Best, 2008). PDA ensures that there is at least one use of the book. Based on these factors, a number of academic libraries have started participating in pilot programs of e-book demand- or patron-driven acquisitions (Breitbach & Lambert, 2011; Fischer, Wright, Clatanoff, Barton, & Shreeves, 2012).

Patron-Driven Acquisitions Models

At the University of North Texas Libraries, we began investigation of PDA in summer 2011. We were already purchasing e-books from several sources. The two models we used for purchasing or leasing e-books were from individual publishers, such as Springer and Wiley, or from aggregators such as Safari Books, eBrary, and NetLibrary (now eBooks on EBSCOHost). The librarians, with input from faculty and researchers, selected individual titles or packages of titles on a particular topic. The titles in the book packages were preselected by the librarians on the vendor's staff, so we had confidence in the quality of these collections.

Yankee Book Pedlar (YBP), our primary book jobber, started a pilot PDA program through eBrary. A benefit of using YBP was the ability to see in the acquisitions module whether a PDA record was *already* in the catalog, separate searches of the catalog. Also, we could build our PDA acquisitions profile based on the profile we had already established for print monographs, which has been refined to meet the needs of our faculty and students. Under the PDA program we would receive a record to download to our catalog and the book would be immediately available.

YBP presented several options for handling purchasing, leasing or renting e-books. The first model was a Simple Purchase Model, wherein the user could look at a book and scan it to see if it was of interest. This is the equivalent to taking a physical book off the shelf and deciding whether or not to check it out from the library. In this model, we agreed to automatically purchase the book based on three "triggers":

- Viewing the book for more than ten minutes. To assure that actual use was measured, a time-out of three minutes of inactivity was enabled.
- Viewing more than ten pages.
- Downloading, copying (copy and paste), or printing from the book.

The second model was the rental option, in which we would pay a fee, usually 10% of the purchase price, for each time a patron triggered the usage of a book. This model seemed less desirable to us as we could pay more than the price of the book for books that were checked out many times, and never own or retain permanent access to the items.

The third model was a rent-to-own model. We would pay a fee, about 10% of the purchase price, for a set number of rentals that we determined. The next time the item was used, it would be purchased at full-price. We were concerned about the potential budget impacts of this model. If we rented five times, we could end up paying 150% of the purchase price or more, depending on the number of rentals selected and the rental fees. There would be fewer titles actually purchased to which we would have permanent access.

Vendor Comparison

While we decided to start our PDA program through our existing jobber, YBP, to consolidate our ordering, as we were making our decision we took into account several other variables:

- What subject areas are covered? We wanted as many as possible.
- Which publishers does the program handle, and what percent of their front and back list titles are available? Just because a publisher is listed doesn't mean that all of their titles are covered.
- Are there fees for setting up and maintaining the PDA program?
- How would the records be loaded into the catalog and how frequently? Is the quality of the MARC record important? What level of quality of the final record did we want in our catalog, and are there extra charges?
- What are the purchase triggers? Are all rentals the same percentage? Would we be invoiced for each purchase or is the amount deducted from a deposit account? What kind of purchase report would be made available to us and how frequently? How would we be notified when we came close to spending our deposit?
- What happens when we reach our deposit limit? Must we withdraw or suppress the records from our catalog?

Getting Started

Our first consideration was how much to allocate for PDA purchases, which would be the driver for the program. We wanted to start with a range of subjects that covered the entire curriculum. We were able to dedicate enough funds to do this. With more limited funds, we would have had to target only a few subjects and hope to grow the program.

Next we considered how to handle duplicates of items already available in our print collection. We considered which format our users would prefer and whether having duplicates was of value to us. We decided to exclude *exact* duplicates from the PDA program but include newer editions.

The YBP profile enabled us to limit by type of book or treatment, as well as audience levels, textbooks, specific series, and even specific publishers. Thus, we were able to exclude titles in the General and Juvenile categories, textbooks and selected publishers.

Finally, we considered how we would assess the program by defining level of success. We would be satisfied if the amount that was set aside was spent at the planned rate and if the titles purchased were similarly distributed across the subject areas as our print monograph collection.

Methods of Assessment

The methods we used to assess the PDA program were based on our primary concerns: ensuring that the resources available are of high quality: that the items purchased by our patrons are distributed across the curriculum; and that our funds are well managed. To address the first two concerns, we compared the PDA titles against our print collection in terms of the distribution across the spectrum of subjects. We also compared the distribution of usage by class (Figures 2, 3) with print monograph circulation during the same time period. To address concerns regarding costs, we monitored the amount spent versus the expected spending. We mapped the Library of Congress classification numbers of the titles to subject funds using the same algorithms used for our print approval plans. Then we combined them into six classes: arts, business, humanities, interdisciplinary, social sciences, and STEM (science, technology, engineering and medicine).

Results

The distribution of print monographs, PDA titles available, and PDA titles purchased are compared side-by-side in Figure 1. It shows that there are only minor differences in the distribution of titles between print and available in the PDA collection (called "Discovery"). The most striking differences are that there are more arts,

interdisciplinary, and STEM titles in the print collection, and more business and social sciences titles in the Discovery set. This suggests that the distribution of titles by class in the Discovery collection is not quite meeting the needs of our users.

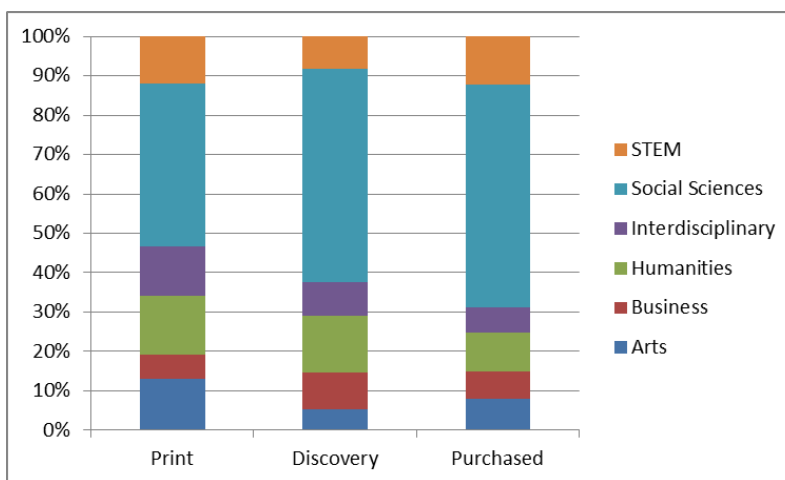


Figure 1. Distribution

In the Discovery collection, social sciences represented a greater percentage of usage than of print circulations. The usage of PDA titles, however, does correspond closely with the distribution of titles in the collection. It is surprising that circulation of titles in the arts and music exceeds their representation within the print monograph collection.

While online usage is difficult to compare directly with print circulation due to differences in length of availability, we can compare the distribution of usage across the same classes described above. In Figures 2 and 3, distribution of circulation by class is not comparable to that of online sessions of the Discovery collection. It is clear that arts and music titles (excluding music manuscripts) in the print monograph collection represented a much greater percentage of all titles that circulated than that of the PDA titles.

Circulation

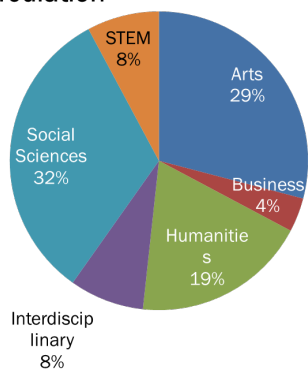


Figure 3.

DDA User Sessions

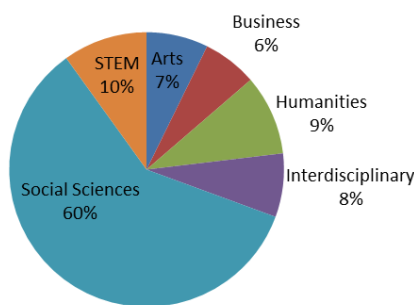


Figure 2.

Regarding the costs, we were concerned that the rate of purchases would exceed the rate expected throughout the course of the year. Indeed, that is what happened.

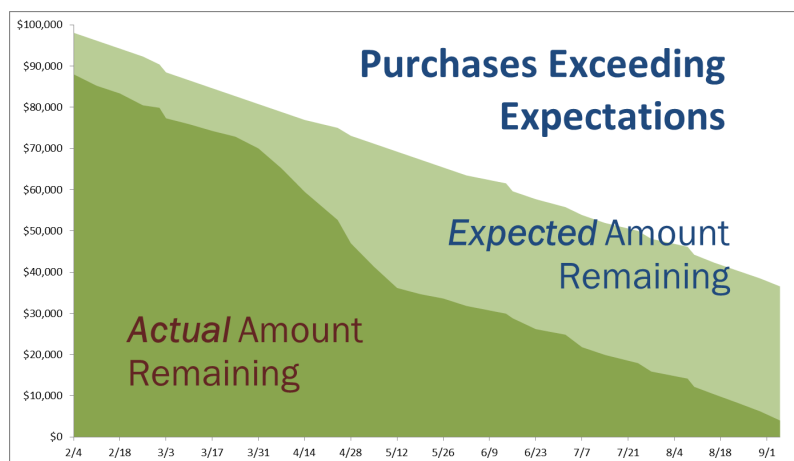


Figure 4. Rate Of Purchases

By the end of June 2012, we could see that we were going to run out of funding by early in the fall semester, so we started examining options, specifically short-term loans. The data clearly indicated a power-law distribution of title-usage (**Error! Reference source not found.**), showing that many of our titles were not used more than a few times. While this rate of multiple-usage was far greater than print or EBSCO e-books, the title-usage curve required us to seriously consider short-term loans.

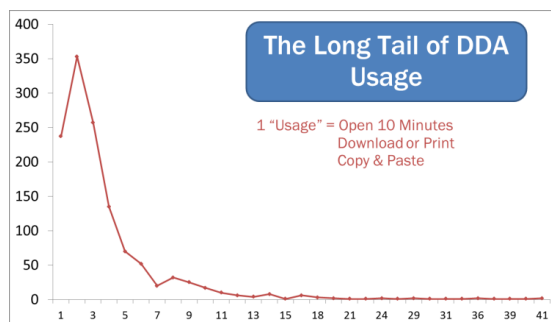


Figure 5. Distribution Of Usage

But what difference would have short-term loans have made to the bottom lines of both amount spent and titles owned? We used Excel's Scenario Analysis (AKA "What if..." analysis) to set up several scenarios. The variables were the number of loans prior to purchase and the total cost of titles that would have been actually purchased (after meeting the requisite number of loans). The key outcomes were the total cost of loans and purchases, and the total number of titles owned (Figures 6 and 7)

The curve of number of titles owned is steeper than the curve of total amount spent, particularly above the two-loan scenario. Thus it became clear that the two-loan option would have enabled us to spread our funding further without seriously impacting permanent availability of titles. The UNT Libraries will be pursuing this option for the next fiscal year.

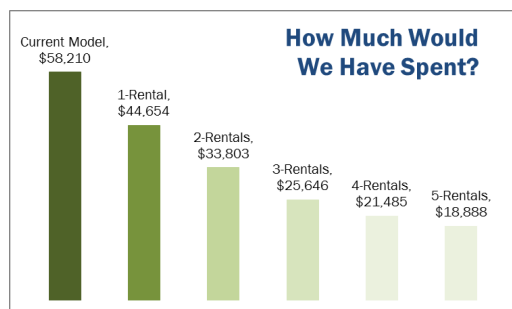


Figure 6. Amount We Would Have Spent

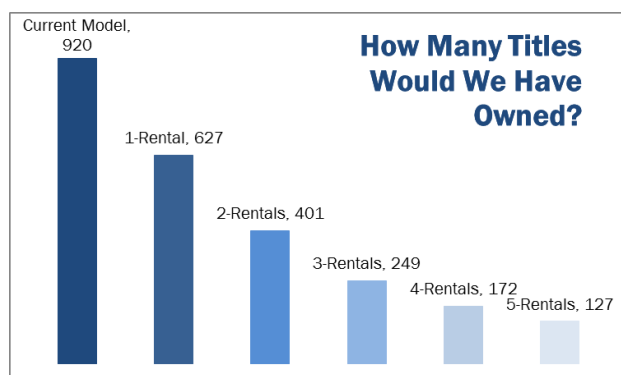


Figure 7. Number Of Titles We Would Have Owned

What We Wish We Had Known

The key lessons learned from our pilot program include:

- Continuous monitoring of funds spent is critical for proper management of the accounts.
- Publisher/vendor definitions of content levels do not always agree with our definition.
- Simple Purchase Model requires more funds and does not necessarily lead to better collections.
- A truly patron-driven acquisitions program will ensure that only those titles that have an established demand are actually purchased.
- Not all publishers have rental options available and not all charge the same rates. A number of publishers charge 20% or more.
- Collection size will vary widely, as we disabled and subsequently re-enabled access to the Discovery Collection due to availability of funds. This needs to be taken into account when reporting to external agencies.
- Careful evaluation of the content of titles provided prior to starting the program would have been helpful to determine the coverage.

Overall, we consider the PDA program a success, since the titles were used at least as heavily as, if not more than, the print monographs and the other e-book packages. We will be looking at the PDA options from other e-book providers to fill gaps of coverage in the eBrary collection. Finally, we will continue to monitor the rentals and purchases of two-rental model in order to we maintain high-quality collections and are good stewards of our collection development funds.

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HEIL, Kathy, University of Maryland, CES, Chesapeake Biological Laboratory, MD, USA

WIEST, Natalie, Texas A & M University at Galveston, Jack K. Williams Library, TX, USA

BOOK REVIEWS IN THE ELECTRONIC AGE

Book reviews can serve a number of important functions. They can be an aid to collection development. Reviews published in scientific journals also serve to keep scientists informed in their field. We looked at book reviews in marine and aquatic journals to gain insight into the characteristics of the reviews, such as length, assessment, evaluation level, recommendations, etc. and their value to librarians and researchers.

BALIGAND, Marie-Pascale, Irstea, Lyon, France

CADIOU, Colette, Irstea, Clermont-Ferrand, France

COMPARISON OF DISCOVERY TOOLS

Resource discovery tools are becoming more and more interesting in libraries to give easier access to users. Different tools with their main features will be presented.

BARRIGA RAMÍREZ, Teresa, CICIMAR-IPN, Biblioteca Reuben Lasker, BCS, Mexico

PÉREZ ROJAS, Laura Margarita, CICIMAR-IPN, BCS, Mexico

THE ROLE OF THE LIBRARIAN IN SCIENTIFIC RESEARCH AS PERFORMED IN A CENTER OF ACADEMIC EXCELLENCE IN LATIN AMERICA: CASE STUDY CICIMAR-IPN, MÉXICO

The National Polytechnic Institute of Marine Sciences (CICIMAR-IPN) conducts scientific research covering the Gulf of California and the west coast of the peninsula of Baja California through the following lines of research: Use, conservation and integrated management of marine resources; marine ecosystem dynamics; marine biotechnology and sustainable aquaculture; and ecology and biodiversity. The Institute has two graduate programs, the Master of Science in Marine Resource Management and a Ph.D. in Marine Sciences, both recognized for academic excellence; they belong to the National Postgraduate Quality Program (PNPC) of National Council for Science and Technology (CONACYT) of Mexico. The paper describes the collaboration between the librarians and researchers, teachers and students from CICIMAR-IPN, through the participation of librarians in research projects where they take advantage of the information the librarian knows that are

related to the management of appointments, bibliographic management, repositories, electronic journals, copyright and TOC's.

BIDART, Lil, CICESE Ensenada, BC México

REPOSITORY OF THESES AND DOCUMENTS OF MARINE SCIENCE AT CICESE 1976-2012

The research areas of CICESE are biology, physics, computer science, ocean and earth sciences. The theses are an important part of the library collection. However, these theses are processed by different people who don't always follow the same cataloguing rules. For instance, they may use subject headings, geographical determinants, descriptors and keywords in the same field. As a result, it is very difficult to access to the information. We are working on the establishment of unifying criteria that permit technical processing of the theses according to the Anglo-American Cataloguing Rules (AACR) with updates. We chose the thesaurus ASFA database as the primary database in marine science. The main objective of this work is to improve access to information contained in the theses and internal documents, view their thematic contents and display the relation with the CICESE research.

DeHART, Liz, *University of Texas at Austin, University of Texas Marine Science Institute, TX, USA*

DIGITIZING AND MAKING ACCESSIBLE THE MARINE SCIENCE JOURNAL, CONTRIBUTIONS IN MARINE SCIENCE

The University of Texas Marine Science Institute is considered the oldest and most significant marine research facility on the Texas coast. Since 1945, it has published its own scientific journal, *Contributions in Marine Science* (CMS), providing institutions all over the world with important data and research. The collection is a unique and scientifically irreplaceable journal that is housed in the Marine Science Library, one of the science branch libraries of the University of Texas Libraries in Austin. The most recent issues include reviews and monographs of basic or regional information in marine science, with emphasis on the Gulf of Mexico and surrounding areas. However, the journal is currently not available online. The plan is to increase greater access for this unique collection by transforming back issues into digital format and make them accessible online in the UT Digital Repository (UTDR). A future project would focus on moving new issues to online publishing through Open Journals System (OJS), hosted by TDL.

DONOVAN, Gale, *New College of Florida, Jane Bancroft Cook Library, FL, USA*

CREATING LIBGUIDES TO STUDENT RESEARCH, INFORMATION LITERACY, ASSESSMENT AND COLLABORATION

The objective of this project was to provide a digital guide to research resources arranged in an organized method for students to access information from databases, journals, books, websites that are specific to a course in the natural sciences. The digital guide enabled collaboration opportunities with faculty and had the potential to become accessible through the course management platform. Additionally, the guide significantly supports information literacy standards and provides valuable assessment information to instruction librarians.

KAZZIMIR, Edward, *Alaska Resources Library and Information Services (ARLIS), AK, USA*

EXPANDING "QL638.S2 - SALMONIDAE:" ENHANCING LIBRARY OF CONGRESS CLASSIFICATION FOR A SPECIALIZED COLLECTION

My poster describes a classification scheme used at Alaska Resources Library and Information Services (ARLIS) for classifying publications on the fish family Salmonidae. ARLIS uses Library of Congress (LC) Classification, but applies a few minor deviations because the specialization of the collection would result in large number of documents under a general call number for certain subjects. Under Class Q for biology, LC

Classification generally provides call numbers for animals down to the family level of scientific classification. However, most technical documents at ARLIS deal with animals at the genus and species levels. In 2005 ARLIS started to use the scheme described here - an extension of the LC Classification call number for Salmonidae QL638.S2 using one- or two-digit extensions, such as QL638.S225 for Bering cisco and QL638.S27 for chars. A description of this scheme appeared as part of an article published in the 34th IAMSILIC Conference Proceedings; citation: Carle, Daria O.; Kazzimir, Edward; Rozen, Celia M. 2008. COMMFISH: All about Alaska's Commercial Fisheries Collections. In: IAMSILIC Conference Proceedings 2008. (<http://hdl.handle.net/1912/2884> or <https://darchive.mblwhoilibrary.org/handle/1912/2884>)

LABONTE, Kristen, University of California Santa Barbara, Davidson Library, CA, USA
CARTWRIGHT, Rachel,

GIS SERVICES IN THE MARINE SCIENCES

Faculty support at a research institution can be provided by a number of services from the library, including the use of Geographic Information Systems (GIS). Services span from the creation of basic maps for use in publications, to the creation and storage of metadata and digital map layers, to the fine-scale GIS processing and analysis of spatial data. This poster presents some best practices in the curation of GIS data, acquisition of easy to use marine and related terrestrial layers, map projections, and spatial analysis using examples from the authors' research in humpback whale habitat studies.

Leonard, Michelle Foss, *University of Florida, Marston Science Library, FL, USA*
Johnson, Margeaux
Royster, Melody
Buhler, Amy

DIVING INTO THE DEPTHS OF RESEARCH MISCONDUCT: EXPLORING GAME-BASED LEARNING IN STEM EDUCATION

As we dive into the murky depths of research misconduct in Science Technology Engineering and Mathematics (STEM) disciplines, students need to develop an understanding of complex and challenging situations surrounding plagiarism, data falsification, and data fabrication. A possible approach to teaching STEM research ethics in a flexible online environment is gaming. Gaming employs active learning on behalf of students. Teaching methods grounded in constructivist approaches to learning are emphasized in the instructional design of games. Players have the ability to learn at their own pace and make contextualized decisions. As part of the National Science Foundation (NSF) Ethics Education in Science and Engineering (ESEE) program, the Marston Science Library at the University of Florida received a two-year grant award to create an online game, Gaming Against Plagiarism (GAP), which will engage STEM graduate students with research ethics. The poster will show the process of planning, designing, and developing the game, as well as the results from formative (usability testing) and summative evaluation. The GAP project completes development in Spring 2012 and will be made available as an open source resource for STEM educators.

SHAW, Joyce M., Gunter Library, Gulf Coast Research Laboratory, University of Southern Mississippi, MS, USA
SCIENCE CAFÉ IN MISSISSIPPI

Science Cafés present a casual meeting place where people who may have little or no science background can learn about a current scientific topic in an informal and friendly environment. The setting is designed to be inviting and informal so that students, faculty, and community members feel comfortable and engage in lively and meaningful conversations. The café is organized around an interesting scientific topic with a brief presentation by a scientist and may include a short video clip. A Science Café can (1) provide a venue for increasing and promoting science literacy, (2) publicize local scientific endeavors, and (3) provide an

opportunity for a librarian to work with a scientist for their mutual benefit. This poster will describe the development of Science Cafés at three University of Southern Mississippi campuses that are the only Science Café locations in the state of Mississippi.

WILLIAMS, Valeria , de la Biblioteca de CIAD-Mazatlan, Mexico

VALLEJO SANCHEZ, Maria Magdalena, de CIAD-Culiacan, Mexico

WHY UPDATING LIBRARY RESOURCES ARE IMPORTANT TO EDUCATION AND CONSERVATION PROGRAMS

CIAD, A.C., a Research Center for Food and Development based in the city of Hermosillo, Sonora in northern Mexico, recently celebrated its 30th anniversary. Although the main campus, where research in food, nutrition and social studies are conducted, four other research units are found in the northwestern part of Mexico. Located in the city of Mazatlan in the State of Sinaloa is CIAD's Unit in Environmental Management and Aquaculture, which carries out both basic and applied science in these two main areas. Situated next to and forming part of the Center is "El Yugo" estuary, a 10 hectare natural protected area where there are small ecosystems and an autotrophic lake, which are of great importance to migrating birds from the USA and Canada and for many of Mexico's endemic species. Conservation and environmental education research involving children is an integral part of the work carried out here. Due to increased research grants and a growing graduate program, the library is being upgraded to provide more efficient service.